



# PLAYERS GO PLACES

## Low Tar Players.

Menthol and Regular  
Kings and 100's



Kings: 17 mg "tar," 1.0 mg nicotine—100's: 18 mg "tar,"  
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

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00732-000WTC  
Players  
"Menthol"  
National Black Month—1984  
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Nella, Rich, Greene, Inc.

Source: <https://www.industrydocuments.ucsf.edu/docs/zrjn0003>

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